FOR IMMEDIATE RELEASE  
Contact: Matthew Davis  
(703) 299-6633  office  
(703) 283-8957 mobile

National Council For Adoption Launches a New Website to Better Serve Children, Birthparents, and Adoptive Families

With the assistance of web design firm Blue Water Media, the National Council For Adoption launches a redesigned website to improve its adoption advocacy services.

Alexandria, VA – March 30, 2010 – The National Council For Adoption (NCFA) launched a new, fully re-designed website today in order to meet the growing needs of children, birthparents, and adoptive families. NCFA is an adoption advocacy nonprofit that promotes a culture of adoption through education, research, and legislative action. The new website creates an online portal for everyone interested in adoption to join the adoption advocacy conversation.

The redesigned website combines an aesthetically appealing background with a user-friendly site architecture, effectively streamlining users to their page of interest. The site opens with a graphical slideshow of NCFA’s resources available to adoption professionals, families, birthparents, agencies, media, and the general public. Each link leads to a portal specifically designed for that particular user. Immediately above the slideshow lies the sites main toolbar with links to: Who We Are, Areas of Focus, Research & Publications, Legislation, Training, Events, and Get Involved.

NCFA has also established an active social media and blogging presence to create an ongoing dialogue with key stakeholders. The homepage links to NCFA’s Facebook, Twitter, and Blogger accounts. In addition, NCFA has created a “Breaking News” section on its homepage to keep stakeholders abreast of the most up-to-date adoption-related and company news. In response to the new website, NCFA vice president and chief operating officer, Chuck Johnson, remarked, “We believe people will find the new website to be more interactive, more user-friendly, and much easier to navigate. Whether you are a birthparent, an adoptive family, adoption agency, a representative of the government, the media, or you are simply a person interested in adoption, you will know exactly where to click to find the information you’re looking for.”

Blue Water Media designed the website to streamline the user experience and provide a portal for NCFA to communicate with its stakeholders. To streamline the user experience, Blue Water Media designed an intuitive, user-friendly interface to direct users to their page of interest. To allow NCFA to connect with its users, Blue Water Media installed Joomla, an award-winning content management system. Joomla enables its clients to update and build their websites over a
user-friendly interface. The collaboration between Blue Water Media and NCFA has resulted in and innovative and interactive website which will be an excellent resource for everyone interested in adoption.

###

**About the National Council For Adoption**

Founded in 1980, the National Council For Adoption (NCFA) is an adoption advocacy nonprofit that promotes a culture of adoption through *education*, *research*, and *legislative action*. NCFA’s areas of focus are infant adoption, adoption out of foster care, and intercountry adoption. Passionately committed to the belief that every child deserves a nurturing, permanent family, NCFA serves children, birthparents, adoptive families, adoption agencies, U.S. and foreign governments, policymakers, media, and the general public as the authoritative voice for adoption. For more information, please visit: [http://www.adoptioncouncil.org/](http://www.adoptioncouncil.org/)

**About Blue Water Media**

Blue Water Media is an innovative Washington D.C. based web design agency offering a full line of design services including print, brand identity and web design. Blue Water Media has been providing first-rate service to businesses in a variety of industries in the Washington DC metro area for nearly a decade. Blue Water Media’s attention to detail and innovation has garnered praise from a multitude of customers resulting in a number of web design awards establishing it as an industry leader. For more information, please visit: [http://www.bluewatermedia.com/](http://www.bluewatermedia.com/)